

**Business and Management**

**Case Study for Paper 1**

**2011**

***Reach Out***

## Reach Out Task Book.

Reach out is your Case study for paper 1. To do well you need to be so familiar with the Case Study that you do not need to read it during the examination, even though you will be provided with a copy. This booklet contains a series of task to familiarise yourself with the people, the business, the terminology and the issues of Reach Out. If you complete all the tasks you should be well prepared for paper one.

### Tasks

1. The People. On the page titled Key people, in the spaces write pen portraits of the three key people of Reach Out, include background information, goals for the business, interests, business philosophy and strengths and weakness.
2. Complete the time line on page 4, by writing key dates mentioned in the case study with the events next to them in the left hand space.
3. Write definitions of the business terminology listed on pages 5 and 6, in the context of the case study.
4. Prepare a STEEPLE analysis for Reach Out at the time of the start up.
5. Prepare a SWOT analysis for Reach Out.
6. Answer the examination type questions on page 8.

## Key People



Laura Chan



Neil Johnson



Andrew Gandin

## **Timeline**

December 2009

September 2010

Business Term	Definition
Private Sector Companies (lines 7-8)	
Social Market- ing (lines 15-16)	
Public Sector (line 20)	
Public-Private Partnerships (line 22)	
Flexible Sched- ule (line 25)	
STEEPLE analysis (line 31)	
SWOT analysis (line 31)	
Business Plan (line 31)	
Budget (line 32)	
Final Accounts (line 32)	
Short Term loan (line 35)	
Community grant from local authorities (line 35)	
Joint Directors (line 37)	
Performance Related Pay (PRP) (line 40)	
Non-Profit or- ganisation (line 42-43)	

Vision Statement (Line 44)	
Mission Statement (line 45)	
Unique Selling Point (line 52)	
Workforce Planning (line 84)	
Empathy (line 89)	
Public Relations opportunities (line 93)	
Goodwill (line 93)	
Informal communication (line 94)	
Barriers to communication (line 101)	
Outsource (line 110)	
Laissez faire leadership style (line 115)	
Intuitive decision making (line 117)	
Family Brand (line 126)	
Portfolio of products (line 127)	
Logo (line 128)	
Brand development (line 129)	

Product development (line 129)	
Break even model (line 130)	
Investment (line 131)	
Sponsorship (line 133)	
Promotional Tool (line 133)	
Business Plan (line 137)	
Corporate Social Responsibility (line 138)	
Economic Recession (line 146)	
Marketing Objectives (line 148)	
Multinational company (line 152)	
Market Research (line 163)	

## Examination Type Questions

1. Explain two ways in which Laura uses e-commerce to establish her business.  
(part b, 6 marks)
2. Using motivation theory, examine the difference between the motivation factors that influence both Laura and Neil. (Section A, part c or Section C part c, 7 marks)
3. Explain why Laura felt a partnership with Neil would be advantageous (part b, 6 marks)
4. Explain two differences between the business objectives of a charity and a profit making business (b, 6 marks)
5. Evaluate the decision to employ students (trainee teachers) as therapists for Reach Out. (Section B part c or Section C part d, 9 marks).
6. Discuss the decision to appoint Andrew Grandin as part-time scheme manager. (Section B part c, 9 marks)
7. Using Neil's fishbone diagram, evaluate possible solutions to the problem of customer complaints. (HL only section B part c, 9 marks)
8. Discuss the advantages and disadvantages of dismissing Andrew. (Section B Part c, 9 marks)
9. Evaluate Neil's 3 options for the development of Reach Out and the option of doing nothing and recommend a course of action. Use the cash flow figures in Appendix 1 in your answers. (Section b part c, 9 marks or Section D—HL- 12 marks)
10. Using leadership and motivation theory discuss the appropriateness of Laura's laissez faire leadership style for Reach Out. (Section b part c, 9 marks)
11. Explain the advantages and disadvantages of using the name Reach Out as a family brand (part b, 6 marks)
12. Identify two external stakeholders of Reach Out (part a, 2 marks)